

# ABSTRACT

The present invention provides a method for an interactive media services system to provide media to a user through an interactive media services client device. The client device is coupled to a programmable media services server device. The method includes the step of implementing an interactive media guide. Additionally, the client device is implemented to present the interactive media guide to the user. A system operator is provided an interface to the programmable media services server. Control options are provided within the interface to allow the system operator to configure a plurality of rental options available to the user. Finally the interactive media service system is implemented such that the plurality of rental options can be executed by the user in a requested active media session.

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